

IBM White Glove Events

Moderator: Tim O'Brien
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Operator: We'd like to welcome everyone to today's Web event titled IBM Cognos TM1 for use for use with SAP Netweaver Business Warehouse. At this time it is my pleasure to turn the call over to Mr. Tim O'Brien. Mr. O'Brien, you have the floor.

Tim O'Brien: Thank you and welcome, everyone, to this installment of the best practices and action Web cast series featuring IBM Cognos TM1 for use with SAP Netweaver Business Warehouse. This Web cast series is being brought to you by the IBM Cognos Innovation Center which I'll talk to you all about in a little more detail in a moment.

Our featured presentation is around SAP Netweaver Business Warehouse and its use with Cognos TM1. Our presenters are Steve Martinez, senior solutions specialist with IBM and Richard Borucki, subject matter expert SAP solutions specialist.

In today's Web cast we are going to introduce IBM Cognos TM1s easily access and organize your data from SAP Netweaver Business Warehouse to help organizations manage their business performance. And we're also going to discover how IBM Cognos TM1 can embrace, enhance and extend the SAP Netweaver Business Warehouse.

And a summary of the integration and interoperability of IBM Cognos TM1 with SAP BW. So some exciting stuff we're going to bringing to you today in just a moment. I mentioned I was going to tell you about the IBM Cognos Innovation Center. We are a membership community consisting of business

analytic customers within IBM and currently we have over 7,000 customers that are a part of our global community.

You can see just some of them represented there. We also partner with third party subject matter experts from leading organizations, and these are leading practitioners around all the business practice areas that make up what we call business analytics. Practice areas like planning, budgeting and forecasting. Strategy management and score carding, reporting and analytics, financial consolidation and reporting. And all of those aspects make up in total business analytics.

And this produces a number of benefits that we make available to our membership community. We do live workshops that we deliver to the community literally around the globe, around best practices, and across those practice areas I mentioned to you within business analytics. We do a number of Web casts including the one you're participating in today.

We also author and publish what we call IBM Cognos Performance Blueprints. And these are prebuilt data process and policy models and represent a particular practice area like headcount compensation planning, workforce planning, capital process planning, some of those more functional processes we've created pre built data models that can be leveraged by organizations to really jump start their implementation process.

And we also created industry specific ones like within the retail industry, the store operations planning blueprint, or say a merchandise planning blueprint. And these have been leveraged by many organizations around the globe and they already contain best practices within these blueprints and they come free to our customers and can be customized to meet each specific organization's actual need.

So it might not represent exactly what your current process is related to whatever that blueprint's focus is but you certainly can customize it to meet your needs. Again there's no cost. We also have a number of other resources and content types that are available to our members as you can see there.

Then we've got what we call an IBM Cognos Innovation Center Widget which is a great way to stay connected to the innovation center, we've got an online community, a LinkedIn group, Twitter account, deliver the Web cast and live workshops I mentioned to you about. The performance blue print, there's also customer success stories and many other great things that you can leverage coming out of the Innovation Center.

And you can find out when a Web cast or a live workshop is coming to you and stay better connected with us. Now in regards to business analytics I just wanted to clarify for everyone, when we talk about business analytics software, we're talking around four major components that make up business analytics software. And essentially those components are around business intelligence, advanced analytics, financial performance and strategy management, and analytic applications.

And to look at it another way is probably a little easier and essentially as you're gathering information to help you make the decisions that you need to make in your organization regardless of what level of the organization you sit in, what function of the organization or what geography, you're really doing three major, or answering three major questions before you're going to make that decision.

Essentially the first one is you want to understand what's happening in the business and you're trying to measure and monitor your business. Typically that's done through key performance indicators, through scorecards and dashboards reports, or real time monitoring, you know the stop light. And once you understood what's happening, are we on target or are we off target? You want to understand why.

And you want to be able to drill through in context, you don't want to log in and out of multiple applications and probably seeing different numbers as you do that, that don't all roll up to the same total. And so drilling through and context to ask why are we on target or off target or above target and that's something you're doing through ad hoc query, trends and statistical analysis and content analytics.

And then lastly, once you've understood how you're doing and why, then you want to go that last step which is what's likely to happen? And that's done through What If analysis predictive modeling and planning and budgeting and forecasting. That forward looking aspect of this overall decision tree, if you will.

And those three questions really make up what those related solutions around each question, really make up business analytic software. So there you have it. And to find more resources around everything I've discussed you can simply go to IBM.com/cognos/innovation-center and we can make sure you can become a member there very easily. Get access to other Web casts that we have available, on demand Web casts and find out how to download that widget and a few other resources I think you'll find extremely valuable.

One of the things that we've done is created a planning and analytic champions kit. We're really responding to our customers' need to provide them with the tools and assets that they need, really suit them up and how to marshal through a business analytic deployment of our software. There's so many variables that are involved and we've provided a kit that really provides all of the resources you could ever need to marshal that type of a deployment successfully through your organization.

So that's available to you too. Another great thing to make you aware of is on October 24 through 27 we have our annual users conference which is a great opportunity not only to stay current on all the products and solutions that we provide but also a fantastic chance to connect with personnel working within the business analytic segment, the product development, product management folks. But also connect with other customers and this is a fantastic opportunity to do that and we encourage you all to become, or to register for this event.

And the great thing is you register for business analytics forum, you also become a – registered for our information on demand conference, which is IBM's broader conference across its information on demand solutions across the spectrum.

So that's hopefully a good introduction to you all into the innovation center and business analytics as well as that champions kit that we've got available to you. It's my pleasure now to pass the microphone over to my colleague, Steve Martinez, who's going to talk to you first I believe about TM1 and its benefits and then he'll also get into with Rich the integration points between these solutions and I think you'll find that very valuable.

Thank you for your time, and Steve, I'm excited to hand the microphone over to you.

Steve Martinez: Great, thank you, Tim. I just wanted to start with a common story line we typically hear when we speak with companies. And it's what I like to call the information challenges. I think we all agree that today companies are collecting an unprecedented amount of data and that amount will only continue to grow over time. Though companies understand the value of the information they're collecting, they have common struggles when trying to realize that value.

In the difficult business climate of the last few years the ability to show improvement and efficiency is directly linked to the ability to address these information challenges. Timely access to data in order to make smart decisions is critical. There are many stories of missed opportunities and business failure where the information came in too late to make a difference. So speed is critical.

However, you need to also be able to analyze the information. You know Tim talked about what is going on then why is it happening. It's not enough to know that something is happening, you need to get into the details to find out why. Root cause analysis and monitoring information over time is critical to recognizing and sustaining improvement.

Of course being able to analyze that information and gaining a better understanding of trends and root cause will only help in creating a more accurate plan or forecast. And maybe most importantly, this is also about a rapid return on investment. Business users are looking for a rapid return on all of their investments, especially technology projects.

So today I'm going to introduce you to IBM Cognos TM1. We're going to talk a little bit about what the product is and how it can help remedy some of your current business pains and address those information challenges. You'll also see a demo of the product that will hopefully get you excited about what TM1 can do for you.

So when we talk about analyzing data we're actually talking about a pretty broad spectrum of functionality that addresses the needs of a number of different types of users. Simple interaction with the data, such as drilling and forwarding, or even exploring the data in what people like to call slice and dice. They're all really becoming standard functionality for a broad user group.

But IBM believes that business analytics should also include re-organizing or re-shaping the data in what if scenarios, as well as performing predictive analytics to uncover patterns in your data to do a better job at predicting outcomes.

Before we actually get into showing the demo, I think it'd be good for us to take a few minutes to get a better understanding of what TM1 is. TM1 is a tool that enables companies to model their data after their business. Modeling your data in a way that is familiar and understandable to the business users allows for a more streamlined planning and forecasting process as well as a more intuitive experience for analyzing data.

TM1 provides the ability to plan, forecast and analyze your data all from within a single tool. And more importantly to do all those things against very large amounts of data with what I like to call speed of thought performance.

Now TM1 is a very unique as it's a memory resident OLap vision. Now if you don't know what I mean when I say OLap don't worry about it. Just think of it as a really fast database. And it's made even faster due to the fact that these databases or cubes, reside in memory. That allows for on the fly calculations and consolidations. The business value that this brings to the table is that during the planning process you can enter a number and

immediately see the impact that change has on the overall bottom line, for instance.

Or perhaps you want to introduce a new product or change how your products roll up the product groups. All these changes can be done by the business user or if we give them permission to do so, and the impact of those changes can be seen immediately.

TM1 is completely integrated with the Cognos Business Intelligence product or you can create reports and input templates using TM1's Excel add in or our contributor front end. Users can access their reports and templates from Excel or from a Web portal. The important thing here is that all of our front ends have a very similar look and feel. Whether you're using one of our business and intelligence studios such as report studio or analysis studio. Or the native TM1 interfaces such as the TM1 Cube viewer, contributor or even Microsoft Excel, users will be presented with a similar familiar intuitive interface.

Now from an architecture standpoint, TM1 is pretty open ended. On the left side of the screen we have our data sources. TM1 can access data from numerous data sources including SAPBW and SAPECC or R3. As well as non SAP data that resides in other data bases, Excel spread sheets, flat files, whatever it may be. And it can bring all these disparate data sources together in a single or multiple cubes.

TM1 is an OLap engine so it stores all of the data in cubes. But along with the data it also stores all of your business rules, as well as your metadata or attributes. Another unique feature of TM1 is that it stores both numeric and textual data in the cubes so you can store notes, annotations and comments right in the same location as the data that you're commenting on.

And then on the right side we have the different clients that we can, that can be used to access the data in the cubes. Again TM1 is open ended so you can access the data from the Web, from the Cognos Business Intelligence products, from mobile devices and of course the big hit in the office of finance is the ability to use a tool that everyone is familiar with in Microsoft Excel.

So let's dive in to take a look at TM1 right now. My goal is really to give you a high level overview of TM1's capabilities. You know we're really not going to get into every great feature of the product obviously, but I hope I'll show you enough that will whet your appetite and you'll get a sense of what TM1 is all about.

So what I'm going to do is I'm going to go ahead and do a little demo for you at this time. Let me just get it started. And here we go.

So the first thing I'm going to do is actually I'm going to start up my Web browser. We're going to access this information through our Web browser, in this case internet explorer and I have a URL set up already for me to go to my Cognos portal. Of course the portal's secure so I'm going to need to log in and I'm going to log in this time as (JRichards) and say OK.

And in this case we're actually viewing a Web portal that comes with the Cognos business intelligence product. If you're not a Cognos BI customer we do have a TM1 Web portal that has the same look and feel as this but with only native TM1 functionality available to us. So none of the stuff that really comes with the Cognos BI's product suite.

Now here we're presented with a view of the portal that's unique to the user. We have access to a variety of different types of content here. We have tabs going across the top and those tabs can be used maybe to store different types of subject matter, organize your information a little bit easier.

On the left hand side of the screen we have links to different reports, input templates and analytic reports that we have been given permission to view. And on the right hand side of the screen we have a couple of things. First we have a dashboard, you can see the four quadrants here and that is showing me different views of how my current plan is comparing to last year's actuals.

And towards the bottom of the screen we have a workflow component for our plan. This workflow component really breaks down our planning process into smaller components, in this case, we're looking at it by state and by region. And each component is assigned a contributor and a reviewer. So you can see that we have (JRichards) is actually assigned three different components to

our main plan. We have Massachusetts, looks like (Tom Brady) has already taken over the Massachusetts so that he's actually submitted that plan and is waiting for approval. So that is locked. We can see that with the little icon there.

Maryland is a work in progress. We can see that quickly just by the little yellow ball, and Georgia, well the person that's in charge of Georgia hasn't actually taken ownership or started that planning process yet. So we can visually, quickly, see where we're at in the planning process. Since (JRichards) is actually a reviewer, I can also see here what he's responsible for. In this case he's responsible for reviewing all the components of the Eastern region so, (JRichards) can not only be a contributor for either Massachusetts, Maryland or Georgia, but ultimately he can review and approve or reject any of those components that make up the Eastern region.

OK. What I want to do now is let's just go ahead and get into this contributor for a little bit and look at that interface. So what I'm going to do, I'm going to go ahead and click on Maryland and I could have clicked on Massachusetts at that time but since (Tom Brady) is already the ownership of that component right now, I would have been brought in with read only mode.

But TM1 contributor is very Excel like and our customers find it to be very powerful; an intuitive interface to build out their plans. So here again we have different tabs going across the top just as Excel would have its tabs going across the bottom of the screen. So I have demand plan, revenue plan, et cetera. Again we can create one big contributor application that has a number of different tabs but based on security, maybe I'm not allowed to see employee plan for instance but somebody else can enter the same application and actually see employee plan. So all the security still gets applied here.

We also have some dimensions as to our rows and our columns; we have a number of other different dimensions going across the top here. Now we're not limited to these dimensions. If we look at this view right now, we're looking at our demand plan while I'm looking at products by time for particular distributors, for a particular version for my budget, for Maryland obviously, and I'm looking at units sold.

But if I can go to revenue plan and maybe that dimensionality is a little bit different, of course if I look at employee plan, it's a lot different right if we're doing employee plans, we're really not caring about products for instance or distributors or channels. We care about just employees and their positions and what part of the organization they roll up to.

But ultimately all of these different components roll up to an income statement. So I have that income statement as a tab as well so I can see the impact of my income statement as I'm entering numbers. So let's go ahead and just start with some of the functionality that you get with the TM1 Contributor Application. I'm going to go ahead and click on my revenue plan and a lot of; a lot about contributor is about personalization.

So typically a planning administrator would actually create this application and may have set up what an input template should look like but I'm not locked down into that input template. I can actually modify it just to make it easier for me to actually input numbers and everybody else can do their own thing as well.

So in this case for my revenue plan you can see that I have different measures as my rows, I have unit price, units sold, et cetera. As my columns I have my months as well as the total year and some quarterly numbers. I'm looking at distributors for 2009 budget for Maryland obviously. And I'm just looking at a particular product and that is DVD Video.

But of course I think it would be pretty cumbersome for me to type in my plan for DVD Video and then come here and click on CD Audio for instance and have that number change and go get those numbers. So what I want to do is actually view all my products at once. All I have to do is simply grab this down and swap that with my rows. So now I have all my products going as my rows and I'm looking at unit price right now.

You'll also notice that the screen, all the cells on the screen are actually grey. That's because I'm not in charge of setting the price for these particular units. Somebody else has actually set these prices up, I can view them but I'm locked from changing them. And that security is actually driving the coloring

of these cells to make them grey. So I know that I can't go ahead and type a number in there.

But somebody else has set that up and I can leverage those numbers as a global driver throughout my entire model. If I go ahead and choose units sold though, now you can see that everything brightens up, it's all white because I can start planning my revenue by basing on the number of units that I can sell.

So let's get into a little bit of data entry and how this type of front end can actually streamline the planning process for you. What I'm going to do is I'm just going to go ahead, just to make it easier to see, I'm just going to go ahead and clear out a bunch of data cells here. Start with some zeros. And there we have a bunch of zeros. Now one thing that you may notice is that a number of the numbers have actually turned blue.

What this application does for us is when I make a change in the application it's also impacting a number of different other values within our model. So it's not just pertinent to this screen even though on this screen it's showing hey you just changed all these blue numbers, I can scroll all the way over and bring up my income statement now and you'll see that some of the income statement numbers are blue as well.

Obviously I just cleared out a bunch of units sold that I'm planning on selling so that's impacting my gross revenue. It's impacting my cost of sales, my margin and my net profit. So it, this is a living breathing model where all of these different tabs actually talking to one another, they're working together with one another so we can see the impact of our data changes on the entire model.

Now what I'm going to do is just do some data entry. And very simply what I can do I can just go ahead and type in 100 here 200 here, very easy, if I wanted to I can type in 1k instead of 1,000. It does that for us, 1m instead of one million and you can see that it's doing that. Now this is simple bottom up planning. You see as I entered those numbers it's also automatically totaling them up for the – for our totals.

But you know what, big deal, Excel does this, right? Excel does bottom up planning very well and so does a number of other great products out there. But where TM1 differentiates itself from the pack is we also do a lot of top down planning. For instance, first off let me just go ahead and show maybe what I want to do is repeat 100 going across the, oh I'm sorry, I clicked on the wrong cell. Repeat 100 going across the top here and what I can do is now I'm going to highlight for DVD Video, I'm going to highlight total year.

Now I don't want that to be 1,200, maybe I want that to be 120,000. So I'm just going to type in 120k at the total year level, at the summary level and hit enter and it's going to take that number and spread that evenly across all of my months. So that's a huge time saver instead of typing in 10,000 over and over again.

What if we operate on a four-four-five fiscal calendar? What I can do is maybe create my own little spread profile here so if I did this right I should equal 52 which it does, big sigh of relief, and now if I go ahead and type in 120k here, it's actually going to spread that 120k a little bit differently than it did before. It's actually going to honor that four-four-five spread profile to then break down that 120,000 to the months that we want it to be.

Some other things that we can do, some other nice features. Maybe what I want to do is I have, I'm going to type in another command here. I'm going to grow and what I want to do is I want to start at 1,000 and I want to grow five by five percent period over period. Go ahead and hit enter and now you can see that it went ahead and populated all those cells for me as well.

Again as we're doing this it's impacting all the other tabs so my income statement and everything is starting to be impacted by this data entry as well. As well as the Eastern region because I'm just entering data in Maryland right now but all these, all this actually impacts the Eastern region. So if we're looking at Eastern region we'd be seeing those changes, those values change as we're entering data.

The other nice feature about this is the fabulous undo button. So I can go ahead and undo and it will actually undo that latest spread. So some of the big

things, and everybody when we show this, those folks that are living in Excel today, when I show them the undo they just love it. And of course we can just go ahead and redo if we wanted to as well. So we can go back the undo as far as we want.

Some other kind of advanced things that we can do, we can get into a lot of different spreading capabilities. I'm just going to right click here and show that this whole menu pops up and all the different spreading capabilities that come with TM1. Whether using this contributor interface, you're using our queue viewer, you're using Microsoft Excel the functionality remains the same. And I'm going to show you a little bit about excel in a little bit here but I just wanted to show you that we have all this built in spreading capabilities.

So I'm going to show you just one little bit, this one, my favorite is probably this relative percentage adjustment. And it's actually a pretty powerful little spreading technique here. What I want to do first is I have to define what I want to make it relative to. So here I'm planning for software, maybe I know over trends or looking at my historical values that well you know what as my computer sales go so do my software sales. So maybe what I want to do is make my software relative to computers.

So I'm going to go ahead and choose my product here and I know that that's in the total electronics group. So I'm going to grab computers and say select. And now I know that the yearly value for computers is at 12,540 and maybe I know that well software is usually right about 60 percent of my computer sales. So I can go ahead and say apply, it's going to take that 12,540 from my computers and then populate that at 60 percent of the value to give me my software number.

So we can do this very simply, if you can imagine. You know what I want to seed my plan. I'm starting with a zero base here I want to go ahead and reach out grab last year's actuals and maybe I've been told to increase revenue by 10 percent over last year. Well I can grab last year's actuals, say increase by 10 percent and it's going to go ahead and populate my entire plan with those actuals plus 10 percent.

So huge time savers when it comes to doing these types of functionality. The other nice thing that we can do, let me just go ahead and I'm going to reset my data. Take me all the way back to where we were before I even started typing numbers in and you can see we're back to black right. There's no more blue numbers anywhere. I'm going to go ahead and just show you a couple little other things that we can do here. Especially around personalization.

So I just clicked on my Phased Cost Tab and what I want to do, I'm tired of actually entering a number here then going to my income statement and seeing how that impacts my income statement, going back to another tab, entering some more numbers. What I'm going to do is I'm actually going to grab my income statement tab and I'm just going to drag it down and imbed that onto my screen. So now I'm actually looking at two different tabs within one view, right. So let me just grow this out a little bit so it makes it a little bit easier to see.

But I can still customize this view. So what I want to do, I'm going to focus on the count that I'm looking at for my income statement. I'm going to go ahead and click on account and I'm going to choose occupancy, because that's actually what we're looking at here in our phased cost tab. So I'm going to choose occupancy, so we just got one line here and I'm also going to go ahead and change the time that we're looking at because I have months, plus this year and these quarters. But you know what I just want my months.

I have a pre set up list already for months only, I can just go ahead and say OK. And now you can see it's limited my view to just the months. Now what I can do if I come back up to my phases cost tab here, I have some already predefined spread methods. So if you recall in our revenue plan tab I went ahead and manually inputted that four-four-five spread profile but what I could have done is actually had those spread profiles already created for us, in this case I have a number of different spread profiles that are created. Whether it's going to be a flat profile or a four-four-five or a Christmas peak, whatever it may be.

So maybe what I want to do is choose Christmas peak for rent and full year budget and let's just say, they have the total year I want it to be 25,000 and hit

OK. And you can see that now what's it's done is it's spread that 25,000 across all the months and of course that Christmas peak spread profile really has it being, starting low at the beginning of the year, actually getting down to absolutely nothing in May. And then starting to ramp up until we're actually pretty high in November and December.

So what makes it easier to see these numbers is let me just go ahead and turn that into a chart. So now I can see this as a chart, if I wanted to see the chart and the data, it's a simple click of the button and now I have this three panes of our phased cost input template, I have our income statement with just one line or one account that I'm looking at and then the bar chart that's representing that data.

I can go ahead if I wanted to and change this to a four-four-five and then it's going to refresh and now you can see that that is actually refreshing into my spread profile is at a four-four-five where March, June, September, December a little bit higher than the rest.

So we can go ahead and do this however we want. If I wanted to do this as a business cycle, let's just make this 100k for instance, now you can see that it's impacting automatically all of our different numbers. Our values have turned blue on our income statement, it's refreshed our chart, so very powerful. And the nice part about this is I can personalize this just for me. If I exit our, come back in, it's exactly the way that I left it. But if somebody else enters and wants to see the phased cost tab for instance, they have their own view of it.

So I'm not impacting anybody else and how they're actually looking at this data.

Some other things that we want to do, let me just go back and reset data again. And let's go back to our revenue plan for a moment because there's another thing that we can do. I'm also going to reset my views, put my tabs back up the way they should be and let me go ahead and quickly, what we have this concept that we call sandboxing within TM1. It is the mechanism that allows us to do what if scenarios.

So very quickly what I can do is I can create a sandbox version of my data. I'm just going to click on a button, say create sandbox and let's give this a name. Let's just call this maybe it's the worst case scenario right. And I'm going to say OK, now I'm playing with the worst case scenario and maybe a worst case scenario is that we only sell 1,000 of these instead of 1,045. So there I'm looking at my worst case scenario and I can look at that scenario rolled all the way through the income statement as well. So it's a sandbox that covers the entire model.

But if I go back to my revenue plan and say no I don't want that worst case I want to look at default you can see that everything is back to 1,045. I can create as many of these sandboxes as I want, maybe what I want to do is have a best case scenario, go ahead and do that and maybe let's just change all these numbers to we're going to have a banner year and sell 5,000 every month instead.

So now I can toggle through and say well I want to do best case, I want to look at my worst case scenario or I want to look at my base version of my plan. At any time at that point I can go ahead and say this is what I like and go ahead and commit that sandbox. So actually I'm looking again at best case scenario I now have the ability to commit my sandbox if I want and then that becomes my base plan for me. OK.

So that is just some simple data entry from TM1 contributor, and again everything you saw here you can also see within Microsoft Excel or any other interface that we have for TM1. What I want to do is show now, I'm just going to go ahead and exit out, is just show a little bit of the interactivity and the integration that we have with the Cognos 8 intelligence suite.

So in the dashboard here we're actually looking at a dashboard that is created by Cognos Business Intelligence, this is completely live data that is reporting against the TM1 model and here what I can do is interact with this data. So I see expenditures, detail, maybe I want to focus a little bit more on office expense so I can just double click on that drill and it should come up here in a moment. OK, maybe not. But we can drill down on that quadrant and

actually take a look at that data. The other thing that I can do is view some reports. And I am tied up for some reason, wonderful.

So we can actually view our sum reports from this screen. What I'm going to do is just start up another, actually my whole lap top is, oh here we go it came back, it was thinking for a second. Murphy's law. But what I can do is if I could just go ahead and drill down on office expense for a moment, it will go ahead and do that, it's still not behaving.

OK, come on. Let's just go head and start again. Go into internet explorer real quick, I apologize. And (JRichards) let's take a look at the functionality we have with the integration we have with Cognos ABI. So here we have our dashboard, it's completely interactive, I can go ahead and click on an office expense. It's actually going to drill down and show me a different report and break down the office expense. The way I'm looking and right away I can identify something that's wrong with my plan. And that is that my actual numbers for last year are much lower than my plan numbers for this year for Maryland.

If I want to break that down a little bit more I can bring up a report here and go to expense detail by region, bring up this report, again it's another report offered within our Business Intelligence product. And you can see very quickly where things are going awry. First off is this blue component of the little donut here is insurance. And insurance for Maryland is making up 33 percent of my total office expense for my budget year.

Of course when I look at Georgia and Massachusetts it's really only making up 17 percent and 23 percent respectively. The same can be said for our office equipment. Again it's 23 percent of the total for Maryland but only eight percent and 13 percent for Georgia and Massachusetts. So something has gone wrong here. I entered something incorrectly. And I want to go ahead and make those changes and impact my reports.

So what I'm going to do, I'm going to bring up a different report, a different mechanism for us to input numbers. Some of our customers actually mix and match and use contributors as well as this type of interface or maybe they just

use on or the other. This is actually something that is offered within Microsoft Excel, if I brought this up in Excel it would look exactly the same, behave exactly the same, it's just I authored in excel and then it's being rendered over the Web for me.

The first thing I'm going to do, and I'm looking at Massachusetts and I actually want to focus on Maryland because that's where we identified the problem and now I have my Maryland income statement for all my months and I'm going to go ahead and focus on a little thing here and that is our office expense, right. So if I look at my office expense for total year it's at 449,000 and change number. That number I don't have a problem with, our office expense seemed to be pretty close to the same. So actually what I wanted to is I want to hold that total number.

I just going to go ahead and right click say hold and I want to hold that consolidated value. When I hold a cell in Excel or in this Excel Web interface, you can see that we get that little carrot there that's saying, telling me that that cell has actually been held and it won't change, OK.

Now what I want to do is I want to go ahead and for my insurance number for total year, you can see the 6,100 insurance. I actually want to decrease that number but I still want to maintain my 449,000 office expenses total. What I can do is very quickly maybe I want do decrease that by 50 percent. I can just go ahead in the cell, type decrease 50 hit enter and of course now everything has changed. Still that 449,000 number has been held, so how did it do that? Well it's actually taken the difference out of that other 50 percent so that other 73,000 and proportionally spread that to all the other accounts that make up office expense. OK.

Now what I can do is I say I like that number, let me go ahead and hold that. And I can go ahead and actually let me just show you this, I can just go ahead and type in hold right in that cell and now it's going to do a different type of hold. It's actually holding everything. It's holding all the children so ultimately if the children are held so are the consolidated value.

Wherein this case when I held my 449,000 summary value the children could have changed but they would have changed proportionally to still maintain our 449,000 number. But now that I've held that I'm going to go ahead and decrease my office equipment because that was the other culprit. So I'm going to decrease that by 50 percent, so again it's changed that and we're still holding our 449,000, now what I'm going to do is I'm just going to go ahead and release all the holds that I've set up. I like where we're at here, let me just go ahead and shut this down and if I bring up my expense detail by region again, you should see that now we have a more proportional.

So if you remember insurance was 33 percent of the total, now it's 16 percent which is right in line with Georgia and Massachusetts as well as our office equipment where 14 percent and eight and 13. So were right there, we're right in the ball park. So that is the interactivity with the data that's reflected immediately in our business intelligence report. A lot of time when we're dealing with this OLap type of technology when we start making changes to the cube, the OLap engine has to go through a process to recalculate, reconsolidate all of that data.

And it can be very time consuming. Sometimes it's actually something that's scheduled to run on a nightly bases where here you don't have to wait for a refresh of the data, it's happening as we speak. So as we're watching, as we're entering data the reports are actually reflecting that data in real time.

And probably the last thing I want to show you, I'm going to just go ahead and minimize this for a moment and I want to bring up Microsoft Excel. So let me just go ahead and grab Microsoft Excel for a moment and now we're in Microsoft Excel with one difference. It has an Excel add in it for TM1 and you can see that we have TM1 here as a menu item in Microsoft Excel, now what this allows us to do is we can always author our content or input templates or our reports within Microsoft Excel so those people that are comfortable with Excel they can save in the Excel environment and do with what they love to do.

We can actually interact with the data here. So we have what is called an in spread sheet browser. I'm actually grabbing the data from the database, it's

completely live so if I wanted to say oh I don't want to look at Maryland I want to look at Massachusetts I can just go ahead and click on Maryland, chose Massachusetts, say OK and the data's refreshed to show the data for Massachusetts.

I can also reorient this screen if I want, so maybe I want to have oh let's grab our organization again and break our organization down by month. So now I have total company and if I keep scrolling you'll see that we now have the Eastern region, et cetera, et cetera, to show the data and start building out the report that we want. If I don't want that there I can just go ahead and drop it back.

At anytime I can go ahead and slice and dice this up if I want. I can enter numbers. I can right click and still see that I have my data spreading capabilities available to me. I can hold. So everything is still available to me right from within Excel.

If I wanted to give our end users or individual contributors this type of functionality and again the personalization within a Microsoft Excel environment we can do that, or maybe we wanted to lock this down. So we say you know what, this is how our input template is going to look. It's going to be these rows, these columns. The we can go ahead and do that as well. I'm just going to go ahead and right click and say I want to slice this out, it asks me if I'm sure, now it looks a little bit different. We lost all the little grey buttons here at the top.

Still maintain all of our formatting, I still have all the data spreading capabilities, holds, et cetera right from within the right click. I can go ahead and type in numbers all I want, but this is completely live. I want to the formula bar in Microsoft Excel and you'll see that typically in an Excel environment if we're doing this all in Excel we would actually be storing that 195,715 number in Microsoft Excel.

In this case were not storing any numbers in Excel, they're being stored in a TM1 database. So all we have to do is write this formula that actually grabs the data from the TM1 database. It's actually a pretty simple formula where

we're leveraging all the different values to actually identify what value it is that we actually want to see.

Again it's still completely live so if I wanted to look at, in this case I'm looking at total company, I could just double click, and maybe I want to bring up Maryland, go ahead and say OK and the data refreshes immediately. So again very powerful. If I again wanted to bring this up and put this up on the Web I just go to my TM1 item here, save workbook up to the TM1 Web server and now it's saved and it's available to us through our Web portal.

So again very, very powerful stuff, lot of different interfaces that are available to us. Excel is a big hit but our contributor interface is very powerful and very intuitive for our end users. What I'm going to do now is just go ahead and stop my application sharing and let's go and I got one more slide for you and then I'll hand it over. One moment. There we go.

So really just to wrap up what I showed in the demo. We're able to see how TM1 can be used for planning and budgeting, I showed it to you TM1 contributor as well as TM1 template that was authored in Excel. Now both interfaces are able to leverage powerful data entry features like those spreadings and the short cut keys et cetera to streamline the planning process.

I also showed our sandboxing feature, that sandboxing feature we can have, if we turn it on for our end users they can have as many sandboxes as they want, it really empowers end users to create their own versions of the plan and forecast run multiple what if scenarios and they can do that from contributor, they can do that from Excel, they can do that from any interface within TM1.

You also saw dashboards and reports offered in the Cognos BI product as well as some self service style reporting from within Microsoft Excel. So you saw a lot of stuff. It's kind of TM1 drinking through a fire hose.

TM1 not new technology by any means, it's been around actually since 1984. Large companies like those you'll find on the Fortune 500 as well as small, medium sized businesses put TM1 in the hands of their financial analysis to do planning, forecasting and analytics. Enabling them to create more accurate plans. Identify trends and find the root cause of the problems, perform what if

scenarios and empower their end users to react faster than they ever have before.

So that is enough of me. I want to hand it over now to Richard Borucki to talk about how you can leverage TM1 to extend our SAP applications. Take it away, Rich.

Richard Borucki: All right, thanks, Steve. That's some great capabilities of TM1 that I'm sure has tremendous business value. Now I want to describe to everyone, what how IBM Cognos TM1 951 and that integration with SAP Netweaver Business Warehouse. Wanted to describe how we can utilize the TM1 package connector to access data from the SAP BW. Later I'll review the Cognos TM1 connectivity and the architecture within a SAP environment and then I'll show you through a demo how we can quickly build TM1 dimensions and cubes based on data from the SAP Business Warehouse.

And then finally I'll wrap it up with some key benefits of TM1 as that they'll provide within an SAP environment. So moving on, first let's talk about how Cognos TM1 can embrace the SAP Netweaver Business Warehouse. You know first it's with the TM1 package connector that Cognos TM1 can leverage the SAP BW queries. So this is a practice that is recommended both by SAP and IBM as a proven in best practice to access SAP BW data. And it's within those queries that TM1 can utilize SAP BW variables which will help filter the data appropriately and enable TM1 to properly segment the data for optimized performance.

TM1 can also access master data that's already been built within the SAP Business Warehouse so it can access things such as the characteristics, different captions, attributes of the master data as well as navigational attributes and very importantly hierarchy, different hierarchy and alternate hierarchies that have been built within the SAP Business Warehouse.

And finally TM1 in the package connector, it has access to all of the SAP BW end providers you need. So anything such as your info cubes, remote cubes, multi providers, DSO's and info sets, all of these kinds of info providers are

things that we can access, or info providers we can access with TM1 package connector.

So let's talk a little bit more about the integration and some of the details about how IBM Cognos integrates with SAP technology and applications. Here in the middle here you can see is an overview of the IBM Cognos platform and we can see several component here. At the very top as you can see is an interface or portal where content is provided and delivered to the end user and at the very bottom we can see input to the Cognos platform such as input such as a message sources, relational data sources, application sources. All out data sources and other modern or legacy sources.

Now in the case of SAP there's a lot of depth to the Cognos Integration as you can see in this particular illustration. For example if we start at the bottom, IBM Cognos provides SAP certified Integration with SAP Netweaver. So specifically the ability to access data that resides in SAP R3 or SAP EEC. Now for those customers who are utilizing SAP Business Warehouse as an OLap source, that can also be utilized as a data source as to the Cognos environment and to IBM Cognos TM1. And just to mention that that integration with SAP BW is also SAP certified integration with SAP Netweaver.

If we go up the right side any of those customers who have invested in the business warehouse accelerator, Cognos provides transparent support for those customers who have utilized the business warehouse accelerator. And at the top we can see that another SAP certified powered by Netweaver integration. So you can display all you Cognos BI content within Netweaver portal using (I use) as provided by Cognos.

So this provides you a quick glance or a picture of the integration with regards to IBM Cognos and the SAP technology. Let's move quickly into the demonstration, because I know that's what we came to see, is to show the integration of IBM Cognos TM1 utilizing the package connector as an access data business warehouse.

Give me just a second to get to my application. I'll log into my system here and the first thing I have as you can see I'm logged into IBM Cognos 8 Front Framework manager. And this is the modeling solution that we'll use in IBM Cognos to actually access data from SAP Business Warehouse where we can hook into the Business Warehouse. Leverage all the characteristics, the captions, the info providers, the variables, so on and so forth.

So what I want to do is actually build a quick data model so you can see how we can leverage the content from SAP BW. So I'll just go ahead and create a quick project here and name it TM1. And I'll build this in English obviously then what we'll do is we'll get into the data sources. So I'll have the metadata wizard that pops up and I have the ability to select different data sources that I want to import from.

And when I select on that I have the ability to select the data sources or I can build a new data source on the fly. Because I already have SAP Business Warehouse already built I'll go ahead and utilize that particular environment here. And now we're reading the content from the SAP Business Warehouse utilizing the SAP certified connection into SAP Business Warehouse.

What I need to do now is I'll go ahead and find the particular contents that I want to import into TM1 and create a package. So as you can see here I have all kinds of content that I have the ability to import into my project. But what I want to do is find a query that has been built for me and I have it right here. All right you can see the technical name and the description of the particular SAP query.

So this is a query that we've made externally available and IBM Cognos frame up manager can access. And if it goes a little bit further and browse this information I can see the different dimensions and characteristics that make up this query. So if I look at the products as an example I can drill down and see the characteristics and the different alternate hierarchies and I can see this particular product grouping hierarchy and the individual levels beneath that.

And if I drill even farther I can see the different attributes and navigational attributes, display attributes and such. Once again I have the ability to look at the different measures so the key figures that are, have been built within SAP Business Warehouse we have the ability to leverage those and import that metadata. So here you can see the different key figures that were billed for quantities, returned quantities so on and so forth.

So this looks good, this is the information that I want to import into my data model. So I'll go ahead and click next and go ahead and import my metadata. So quickly I've imported the meta data, I've understood all the definitions of the characteristics, dimensions, key figures, hierarchies, variables, all of those types of items have now, definitions have now imported utilizing IBM Cognos Framework manager.

So now once again I can see my data source up here on the top left hand side and I, as I drill further I can now begin to browse my metadata and browses the content that has been read from SAP BW. So if I look at those particular queries that we named TM1 and SAP BW we have the different key figures. So these are all of the, not just key figures of the cube but anything that's calculated and restricted key figures. These are all items that we can access through the query with SAP query designer.

Going further, once again as I drill farther down we can see all the same, similar content that we saw during the important process. So I look at my product and see my different alternate hierarchies, I see a product grouping. As I drill farther I see the different, the different levels of a particular hierarchy and as I drill further I see all the navigational display attributes as well.

Now I can also view this, we can see what this looks like in a diagram view. As I look at this in a diagram we can see this in a star scheme of view. So I'll go ahead and see all the different table relationships as that have already been built within SAP. So this is another illustration of how we leverage and embrace what's already been built with SAP BW and being to utilize that quickly within IBM Cognos TM1.

Here you can see that the different table relationships, I can click on a particular dimension and see that it's the product dimension I have a screen tip or as a technical name tier, the technical name that was created within SAP BW. I look; I can look at the different hierarchies, the product grouping hierarchy group and such and see what the technical names and such are there.

And as you see on the left hand side I have my prior grouping hierarchy here. Now another thing that Cognos and Framework Manager will be leverages the different variables that have been created by the, within the SAP BW query. So here you can see that I've got a particular variable here and the technical name is ZCOWMON, name here and we can go further down and see this is an optional variable, it's a pick list. So this is very important that this will enable us to filter the data appropriately and provide the appropriate data segmentation when creating, when trying to retract data from SAP BW into our TM1 cube.

So the final thing I need to do is go ahead and create a package. And this is something that's going to be leveraged by the TM1 package connector to actually pull data from SAP BW into the new TM1 cube. So I'll call this new package TM1. I have the ability to include or omit different content within the projects so I'll include everything I imported and then finish that out.

So now I've created a package and now all I need to do is publish this out to the TBM Cognos Content Store. Once this is saved out to the IBM Cognos Content Store I now have the ability to leverage this with IBM Cognos TM1 package connector and begin pulling data into the new cube and TM1 dimensions.

So as you can see here I published out a TM1 cube, I have a cube called, or a package called TM1. And I'll go ahead and save my project. And now I can begin to go into TM1 and actually begin building out a cube. So I already have TM1 architect opened here and what you can see, I have a clean slate here, I have an application on an environment here that has nothing in it, no cubes, no dimensions, no processes and what I want to do is utilize that package I just created to build out a TM1 cube based on FAP data.

And so the first thing I want to do, I'm in TM1 951 and I want to create a new process. And within TM1 951 you'll notice that we have an option to utilize an IBM Cognos package. And it's within here we can utilize the package or directly create, utilize the dimension to load a dimension. But here I want to utilize the package and can see that I can log on I have anonymous access for this Cognos environment and I bet if I had a name space such as an SAP BW name space maybe I have (NTLM) access that I need to enter here I can authenticate through here within this login screen.

And now I can begin to find the package that I have. So when I go to the package tab here I'll go find my TM1 package. And then I can sort the cube or name a new cube that I need to create. So I'll have, I'll create a cube called the orders cube and you see that I have the TM1 action of create cube and then we'll go ahead and cumulate device so if we have multiple values of the same data intersection we'll accumulate those values.

So we'll go along to the dimension tab. Within the dimension tab we'll go ahead and name our specific TM1 dimension. So on the left hand side we see the SAP dimensions that was imported through the package and then we want to go ahead and create our new dimensions in TM1. So I'll go ahead and name those quickly. Customer for customer, order method for order method, product for product, time dimension and measures.

All right. So now I have as you see our TM1 action will be we'll go ahead and create these particular dimensions at the time we load the data from SAP BW. We'll go ahead and make sure that we have our key figures selected. You notice we'll go ahead and select all five of these order quantity, return quantity, actual revenue and gross profit, planned revenue. Once again these are all of the calculated and restricted key figures that we're created back in the SAP BW query, click OK. And now what we want to do is make sure we have the proper hierarchy set up so for product everything is set up for the default. I'll go ahead and import the product grouping hierarchy instead.

And finally what we want to do is utilize some of the attributes that have built within SAP BW so first I'll go ahead and name these. And create an alias and I'll go ahead and show you what that is here shortly within a particular

dimension view. I utilize the caption for the text, we have city here and let's also go ahead and load country as well.

All right, then well go ahead and do the same for the others. So I have created an alias for the order method, we'll create another alias for product and we're going to utilize the captions for these. And then finally for time we'll load the text for time.

And the last thing we want to do is utilize the SAP BW variable that's been created. And I have the prompts here and what that's going to do is give us the ability to prompt space on segmenting of the data. Remember back in framework manger I showed you that there was an optional variable? Well here it is shown here within TM1 951 package connector, I'll go ahead and select that and click OK. This is going to enable us to segment the data or and improve the performance of that SAP BW enable some concurrent processing so we can us back data much quicker from the SAP Business warehouse.

And the last thing I need to do within the turbo (rangler) process is just create a top consolidation. So these top consolidations are good to help view at a high level the data once we get the data loaded in so I'll create these particular consolidation. And I'll comment all time and we'll just go ahead and leave the measures. And then finally the last thing I want to do is go ahead and run this process.

When I click run I just need to save this whole integrator process so I'll call it create orders cube. Click OK and now that we'll see on the top left hand side here we're actually creating the individual dimensions from within SAP, and then ultimately we'll load the fact data. So we're utilizing the FAS certified connection into SAP Business warehouse. The OLap (back feed) interface and it's requesting data for the individual dimensions first and then the fact data and this is all based on the data model that we created with Framework Manager that remember is ultimately created in SAP BW and then made available via a package and then an IBM Cognos.

So now we've successfully loaded this data and so now what we need to do is go ahead and make sure that the data looks OK. Now you notice when I

started from a clean slate I didn't have any dimensions, processes, cubes, or anything but now notice that we have some processes and a new cube. Within the processes, I created an orders cube process but you'll notice that an individual process has been created for the individuals dimensions that we imported.

We also created some new dimensions as part of those processes. So we see the customer dimension here if I double click on here, you'll notice we have all the customers I click on the alias and you see all the different text that was pulled in from SAP BW. If I slide on over we'll notice that the different cities and countries we're loaded for all of the individual customers as well.

And once more we'll go look at the product and it's the product that ultimately loaded alternate hierarchy. So once again I looked at the alias, I look at the product text and I can all of the different levels and the different names within the alternate hierarchy. So there we have it, I have the orders cube right here and what I want to do is go look at the cube viewer. And look at the data that we imported. So I see my all product here, I'll swap it with my time, I'll go ahead and make sure I use my A list as my product hierarchy here. And now you can see that I have all kinds of data loaded form SAP BW.

I have my order quantity, my return quantity, actual revenue, so on and so forth.

So now that I have loaded in the matter of just a few minutes, I created a data model from SAP BW, I created a package published that out to the IBM Cognos Content store and now once that is available there we can leverage TM1 package connector to access that package and then begin to build out the SAP BW dimensions, utilize the attributes that have been built within SAP and then ultimately build out a cube with the data that resides in SP BW.

And finally if I wanted to I have the ability to look at this and do all of the great forecasting and planning activities that Steve showed us earlier. So if I look at these I can go down to some lower levels, I can go to some different customers here, the different order methods that are available. I can swap out

time here; I've got my order quantity up here so we'll just look at the order quantity measures.

We'll go ahead and have a look at the different, the different text and the different dates and as I spend time I can see that all of these cells are grayed out so this is just another way we can access our data view of the cube viewer in addition to what Steve showed you in accessing through contributing in Excel and so forth.

So now I have the ability to go on these continue to be grey but you'll notice as I get down to the lowest level I can begin the access and change data and do all of the wonderful planning and forecasting activities Steve already showed you. This is all based on SAP Business Warehouse data.

I can do certain things like different data spreads, and then insert any kind of data that I wanted, insert it to the right and you can see here that I move that data up and it begins to aggregate all the way up to the hierarchy.

OK. So that completes my demonstration and what I'll do is we'll go ahead and finish up some of the key take aways and talk about the key benefit so I can, one second just get back to the slide presentation. And so what are some of our key take aways? So today we've seen how Cognos TM1 team one can not only embrace the SAP investment but can also enhance and extend your SAP solution investment. We say that Cognos TM1 utilizes SAP certified integration with SAP Netweaver.

And also provides customers the ability to embrace and leverage content that's already been built within SAP BW. And because TM1 has the ability to access data from many sources, you know we can combine data from multiple data sources, whether that be you can combine data from SAP BW and SAP ECC or it can combine with other non SAP sources. And we saw that since it is very easy to build TM1 keys and dimensions based on SAP Business Warehouse TM1 provides you the ability to enhance and extend your SAP enhancements and solutions.

You get, we can experience things such as faster data access, the ability for complex calculation navigation that are delivered on demand and at run time.

And there's more analytic capabilities provide for forecasting and what if scenarios. And also the inclusion of TM1 with SAP Business Warehouse, it provides a complete performance manager solution for analytics, manager reporting, dash boarding, score carding, and self service capabilities as well.

So if you'd like to go ahead and view some more information regarding Cognos TM1 SAP go check out these links. There's great information here about IBM Cognos solutions such as TM1 with SAP or you can hear from other customers about their Cognos solutions with SAP or find out what this particular IBM Global CIO study was all about where CIO's described how they grew process for their business.

And finally you can see the IBM Cognos SAP notebook. Its here you can find great technical information about the best and proven practices you can use for a successful implementation of IBM Cognos with SAP. So that concludes my portion of the presentation and the integration of TM1 with SAP Netweaver Business Warehouse. I'll go ahead and pass it back to Tim to wrap up today's Webinar.

Tim O'Brien: Fantastic, thank you very much and thank you everyone for participating in this Web cast. An installment in the best practices and action Web cast series brought to you by the IBM Cognos Innovation Center covering IBM TM1 for use with SAP Netweaver Business Warehouse.

I want to thank our presenters, Steve Martinez, senior solutions specialist with IBM and the Business Analytics Group, as well as Richard Borucki, subject matter expert SAP solutions specialist within the IBM Business Analytics group.

Thank you again, thank you all for your time, Rich also passed on some other information for you all to investigate further. Certainly if you would like to see a live demonstration of anything you've seen today or any other business analytics solution please contact your IBM Business Analytic rep and thank you very much for your time. We hope you got a lot of value out of this Web cast.

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